CLAIMS:

1. A normally white super-twist nematic liquid crystal display device for multiplex operation, comprising:
- a liquid crystal cell (8) essentially comprising a liquid crystal layer (2), being sandwiched between a front and a rear substrate (3,4),
-an at least partly reflective film (5,13,14,15), arranged in proximity to said rear substrate (4), and
-a front optical stack (9), arranged on a viewer's side of the front substrate (3), the stack comprising one or more optical films,
-wherein the front optical stack (9) consists essentially of a polarizer (7) and an optional light scattering film (6).

2. A display device as claimed in claim 1, wherein the retardation of said liquid crystal layer (2) is in the range of 500-750 nm.

3. A display device as claimed in claim 1 or 2, wherein said at least partly reflective film is a reflective film (5, 14) enabling reflective operation of the display device.

4. A display device as claimed in claim 1 or 2, wherein said at least partly reflective film is a transflective film (13, 15) enabling transflective operation of the display device.

5. A display device as claimed in claim 4, further comprising a rear optical stack (10), arranged on a back side of the liquid crystal layer, the stack comprising one or more optical films.

6. A display device as claimed in claim 5, wherein said rear optical stack comprises a rear polarizer (12) and a compensation film (11), being arranged between the rear polarizer (12) and the liquid crystal cell (8).

7. A display device as claimed in any one of the preceding claims, wherein said at least partly reflective film (5, 13) is arranged as an in-cell internal reflector between said front and rear substrate (3, 4).

8. A display device as claimed in any one of the preceding claims, wherein said at least partly reflective film (14, 15) is arranged in said rear optical stack, essentially adjacent to said rear substrate (4).